OUR TEAM

Bill Danner, Founder and CEO of Security First Asset Management and Daniel NeSmith, Vice President, are Wealth Advisors and Retirement Income Certified Professionals (RICP). Chad Payne is a Financial Professional & Chief Operating Officer, with sound conservative guidance they have helped numerous individuals build & protect their financial portfolios, while providing potential for growth & income with their retirement assets. Christy Danner, Pat Andrews, Allycia Boland and Elaine Stark are our Administrative & Marketing Team Members.

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SECURITY FIRST
ASSET MANAGEMENT

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❖ ABOUT SECURITY FIRST ASSET MANAGEMENT

Since 1997 we have been serving people in the Greater Middle Georgia area by creating simple and sound retirement strategies designed to help our clients "thrive, not just survive," through life's ups and downs. Our primary goal at Security First Asset Management is to help guide each of our clients to define and sustain their financial goals.

Security First Asset Management is an independent full service financial advisory firm designed to help people in all stages of their lives to protect and grow their assets in any market environment.

We believe in thinking "outside the box" and we are not afraid to challenge conventional wisdom in our approach to investing and preserving wealth.

❖ WHY CHOOSE SECURITY FIRST ASSET MANAGEMENT?

Have you ever noticed that many financial professionals seem to leave you with more questions than answers about your situation? We believe that knowledge and understanding, empower people to take positive action. Instead of primarily focusing on investment products, we focus on educating our clients about the process of preserving and growing their wealth. We feel the more you understand the challenges you face and the options you have, the more hopeful and optimistic you will be about the future. Here are some of the reasons why you can feel confident choosing Security First Asset Management:

❖ VALUABLE EXPERIENCE

Because over eighty percent of our clients are pre-retirees with similar concerns, we are in an ideal position to help meet their needs. When you choose Security First Asset Management, you benefit from obtaining comprehensive advice from a team of highly qualified professionals who have successfully managed money through some of the most difficult times in history. As a team, we have over 45 years of combined asset management experience!

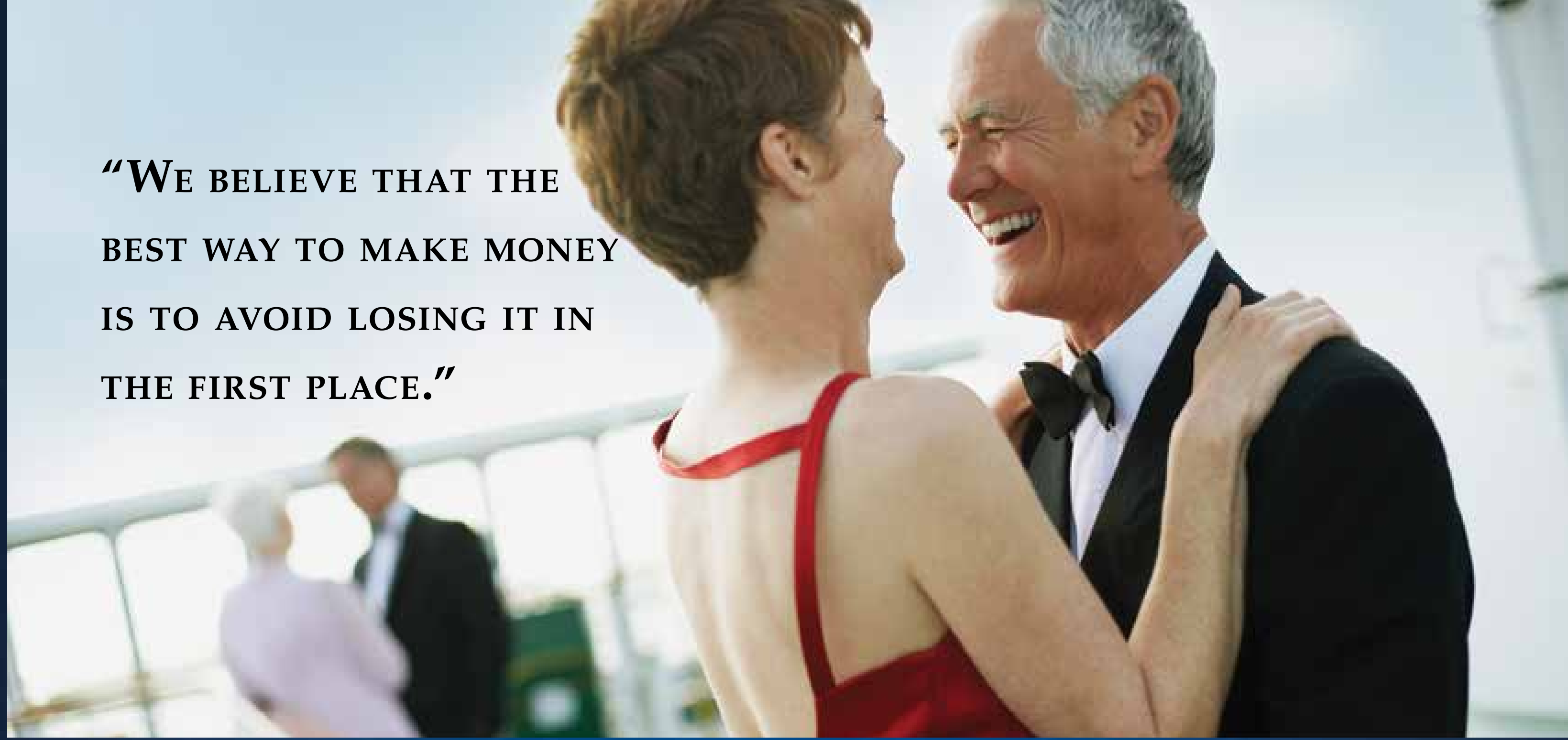
❖ INDEPENDENCE AND OBJECTIVITY

As an independent firm, we represent our clients rather than any particular company. Our independence is vital to delivering objective, unbiased recommendations. While some companies recommend investment products that are manufactured by parent or subsidiary business entities, we have no such ties. As an independent financial planning firm, we represent our clients and their interests rather than any specific company.

❖ DIVERSE OFFERINGS

Our combination of licenses, registrations, and special education qualify us to work with all types of investments. There is virtually no investment vehicle we cannot utilize if the circumstances call for it, simple or complex. Our process takes a comprehensive approach to planning that incorporates your insurance, legal and accounting needs in addition to your investments. In addition, we offer our clients a variety of valuable services including:

- Retirement Income Planning
- Comprehensive Financial Lifestyle Planning
- Legacy, Estate and Philanthropy Planning
- Tax Minimization Strategies
- Risk Management and Asset Protection
- Enhanced Portfolio Reporting
- Frequent Communication and Education



"WE BELIEVE THAT THE BEST WAY TO MAKE MONEY IS TO AVOID LOSING IT IN THE FIRST PLACE."

❖ FIVE – STEP EDUCATIONAL PROCESS

As part of our effort to ensure that we understand our clients' unique financial needs and can assist them in creating a pathway to reach their goals, we follow a disciplined four-step process:

1. Identify Lifetime Objectives and Strategies

At Security First Asset Management, we don't believe in a "cookie-cutter" approach. No two situations are alike. We tailor your financial strategies to assist you in achieving your specific lifetime goals and objectives.

2. Understand All of Your Options

Most advisors are not willing to spend time to educate you. We believe an informed client is a good client. We want you to understand all of your options so you feel more confident.

3. Determine Your Risk Profile

How much of your money should be in higher risk investments? How much should be in more conservative investments? We believe in staying within your comfort level rather than chasing short-term market returns.

4. Build Your Stable Allocation Model

Your personal preferences, as well as your cash flow needs, are some of the factors that determine your investment allocation. In building your model, we educate you about today's conservation investment options, which are more numerous than ever before.

5. Schedule Regular Periodic Reviews

Last, but certainly not least, we believe regular periodic reviews will help ensure your stay on course. Our company's success is partly due to our customer service. We strive to follow-up with our clients several times a year with phone calls, updates, newsletters, client appreciation events and more. We're here for you.